

6/92

NIELSEN TRADE CLASS REPORT

1991 AND 1MM PERCENT CONTRIBUTION

	1991	NOV 1990	DEC 1990	JAN 1991	FEB 1991	MAR 1991	APR 1991	MAY 1991	JUN 1991	JUL 1991	AUG 1991	SEP 1991	OCT 1991	NOV 1991	DEC 1991	JAN 1992
TOT MARLBORO																
U.S. - TOT GROCERY	15.76	16.12	15.68	15.50	15.03	15.84	15.29	16.28	15.67	16.28	15.97	16.09	16.11	15.74	15.19	15.51
U.S. - TOT CONVENIENCE	50.41	51.10	49.33	51.07	48.43	50.02	50.34	50.72	50.14	51.38	49.15	52.00	49.89	52.17	49.54	52.57
U.S. - FOOD CONVENIENCE	13.33	13.10	13.53	12.77	12.91	13.63	13.10	13.45	13.72	13.53	13.51	13.13	13.61	13.33	13.17	13.88
U.S. - GAS CONVENIENCE	37.08	38.00	35.80	38.30	35.52	36.39	37.24	37.27	36.42	37.85	35.64	38.87	36.28	38.84	36.37	38.69
U.S. - TOT SUPERMARKETS	25.94	25.60	26.27	25.84	27.70	26.47	26.19	25.81	26.19	24.85	26.67	24.73	25.79	24.49	26.78	24.14
U.S. - TOT DRUG STORES	7.88	7.18	8.72	7.59	8.84	7.68	8.18	7.20	8.00	7.49	8.21	7.19	8.21	7.60	8.49	7.78
TOT INDUSTRY																
U.S. - TOT GROCERY	15.52	15.63	15.30	15.27	14.85	15.84	15.13	16.05	15.60	15.95	15.48	15.78	15.60	15.69	14.92	15.31
U.S. - TOT CONVENIENCE	42.12	42.33	40.54	42.67	40.43	41.70	41.61	42.89	41.31	42.97	40.85	43.67	41.82	43.92	41.70	45.26
U.S. - FOOD CONVENIENCE	9.95	9.80	10.07	9.51	9.68	10.16	9.81	10.12	10.27	10.10	10.12	9.83	10.12	9.86	9.73	10.32
U.S. - GAS CONVENIENCE	32.18	32.54	30.48	33.16	30.75	31.54	31.79	32.77	31.04	32.88	30.74	33.84	31.71	34.06	31.97	34.94
U.S. - TOT SUPERMARKETS	32.25	32.66	33.19	32.40	33.63	32.52	32.94	31.35	32.69	31.46	33.25	31.17	32.06	30.72	32.83	29.73
U.S. - TOT DRUG STORES	10.10	9.38	10.97	9.66	11.08	9.94	10.32	9.71	10.40	9.61	10.42	9.37	10.51	9.67	10.56	9.71
TOT INDUSTRY LESS MARLBORO																
U.S. - TOT GROCERY	15.44	15.47	15.19	15.19	14.80	15.84	15.08	15.97	15.58	15.85	15.31	15.68	15.44	15.67	14.83	15.24
U.S. - TOT CONVENIENCE	39.48	39.55	37.82	40.09	37.97	39.10	38.85	40.39	38.50	40.24	38.11	40.93	39.21	41.25	39.27	42.93
U.S. - FOOD CONVENIENCE	8.87	8.75	8.99	8.51	8.69	9.07	8.78	9.06	9.17	8.98	9.00	8.74	8.99	8.74	8.67	9.18
U.S. - GAS CONVENIENCE	30.62	30.80	28.83	31.58	29.28	30.03	30.08	31.33	29.33	31.26	29.11	32.19	30.22	32.51	30.61	33.74
U.S. - TOT SUPERMARKETS	34.26	34.90	35.33	34.42	35.45	34.41	35.07	33.13	34.76	33.61	35.43	33.29	34.09	32.73	34.70	31.51
U.S. - TOT DRUG STORES	10.81	10.08	11.67	10.30	11.77	10.65	11.00	10.51	11.17	10.30	11.15	10.09	11.26	10.34	11.20	10.32
TOT BLACK + WHITE GNR/PL																
U.S. - TOT GROCERY	15.23	14.14	13.40	13.40	13.51	13.72	14.40	14.86	16.35	14.76	16.08	15.94	15.98	16.68	15.70	15.55
U.S. - TOT CONVENIENCE	47.10	42.13	44.87	46.54	45.53	46.50	46.10	48.09	44.93	50.20	45.79	47.93	47.17	47.10	48.25	53.19
U.S. - FOOD CONVENIENCE	6.65	5.31	6.18	6.55	6.47	6.23	5.54	5.39	6.79	6.76	6.88	6.46	6.71	7.52	7.94	7.74
U.S. - GAS CONVENIENCE	40.45	36.82	38.70	39.99	39.06	40.27	40.56	42.70	38.15	43.44	38.91	41.48	40.47	39.59	40.30	45.44
U.S. - TOT SUPERMARKETS	32.66	38.45	35.97	34.94	35.42	34.64	34.49	32.29	33.55	30.67	32.86	31.36	31.40	31.24	31.31	27.09
U.S. - TOT DRUG STORES	5.01	5.28	5.76	5.12	5.54	5.13	5.01	4.76	5.17	4.37	5.26	4.76	5.45	4.98	4.75	4.18

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1991 AND 1MM PERCENT CONTRIBUTION

	FEB 1992	MAR 1992	APR 1992
TOT MARLBORO			
U.S. - TOT GROCERY	16.44	16.71	16.25
U.S. - TOT CONVENIENCE	49.31	51.38	52.03
U.S. - FOOD CONVENIENCE	13.61	13.67	13.77
U.S. - GAS CONVENIENCE	35.70	37.71	38.26
U.S. - TOT SUPERMARKETS	26.34	24.19	24.18
U.S. - TOT DRUG STORES	7.91	7.73	7.54
TOT INDUSTRY			
U.S. - TOT GROCERY	15.74	16.00	15.65
U.S. - TOT CONVENIENCE	41.74	45.24	44.70
U.S. - FOOD CONVENIENCE	10.21	10.35	10.41
U.S. - GAS CONVENIENCE	31.53	34.89	34.29
U.S. - TOT SUPERMARKETS	32.55	29.37	30.07
U.S. - TOT DRUG STORES	9.97	9.39	9.58
TOT INDUSTRY LESS MARLBORO			
U.S. - TOT GROCERY	15.52	15.78	15.46
U.S. - TOT CONVENIENCE	39.33	43.31	42.37
U.S. - FOOD CONVENIENCE	9.13	9.30	9.34
U.S. - GAS CONVENIENCE	30.20	34.01	33.04
U.S. - TOT SUPERMARKETS	34.52	31.00	31.93
U.S. - TOT DRUG STORES	10.63	9.91	10.23
TOT BLACK + WHITE GNR/PL			
U.S. - TOT GROCERY	16.06	16.36	16.48
U.S. - TOT CONVENIENCE	50.76	55.49	54.82
U.S. - FOOD CONVENIENCE	7.21	6.99	7.40
U.S. - GAS CONVENIENCE	43.56	48.50	47.42
U.S. - TOT SUPERMARKETS	28.55	24.18	24.19
U.S. - TOT DRUG STORES	4.62	3.97	4.51

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